RESEARCH PLAN PROPOSAL

Marketing Strategies of Gold Jewellery Business Houses of Rajasthan

For Registration to the Degree of

Doctor of Philosophy

IN THE FACULTY OF COMMERCE & MANAGEMENT

THE IIS (DEEMED TO BE UNIVERSITY), JAIPUR

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Introduction

India is the chief consumer of gold and has admirable infrastructure for diamond cutting, Jewellery Designing can prove to be a very lucrative and satisfying career. With few or no institution to research into the field, Jewellery industry could not make much progress and mostly depend on traditional art work.

The Gems and Jewellery sector plays a significant role in the Indian economy, contributing around 6-7 per cent of the country's GDP. The sector is witnessing changes in consumer preferences due to adoption of western lifestyle. Consumers are demanding new designs and varieties in Jewellery, and branded jewellers are able to fulfil their demands better than the local unorganized players.

With the rise of internationally branded retailers in the local market, the industry is subject to hard rivalry and poised for a low growth. In today's trend induce pioneering ideas in design for crafting new styles without leaving the touch to traditional designs to add diversity and range. There also be existent young designer entrepreneurs with enthusiasm and creativeness who can discover new paths and research with designs to outfit the modern requirements. In addition to stand-alone gold and other metal based Jewellery, embedding stones, shells, wood, seeds etc. on gold ornaments are widely practiced. Ethnic designs, with sophisticated styles are much sought after due to their fascinating styles.

Marketing Strategy: Meaning and Importance

Marketing strategy is the comprehensive plan formulated particularly for achieving the marketing objectives of the organization. It provides a blueprint for attaining these marketing objectives. It is the building block of a marketing plan. It is designed after detailed marketing research. A marketing strategy helps an organization to concentrate its scarce resources on the best possible opportunities so as to increase the sales.

A marketing strategy is designed by:

1. Choosing the target market: By target market we mean to whom the organization wants to sell its products. Not all the market segments are fruitful to an organization. There are certain market segments which guarantee quick profits,

there are certain segments which may be having great potential but there may be high barriers to entry. A careful choice has to be made by the organization. An in-depth marketing research has to be done of the traits of the buyers and the particular needs of the buyers in the target market.

2. Gathering the marketing mix: By marketing mix we mean how the organization proposes to sell its products. The organization has to gather the four P's of marketing in appropriate combination. Gathering the marketing mix is a crucial part of marketing task. Various decisions have to be made such as -
    - What is the most appropriate mix of the four P's in a given situation
    - What distribution channels are available and which one should be used
    - What developmental strategy should be used in the target market
    - How should the price structure be designed

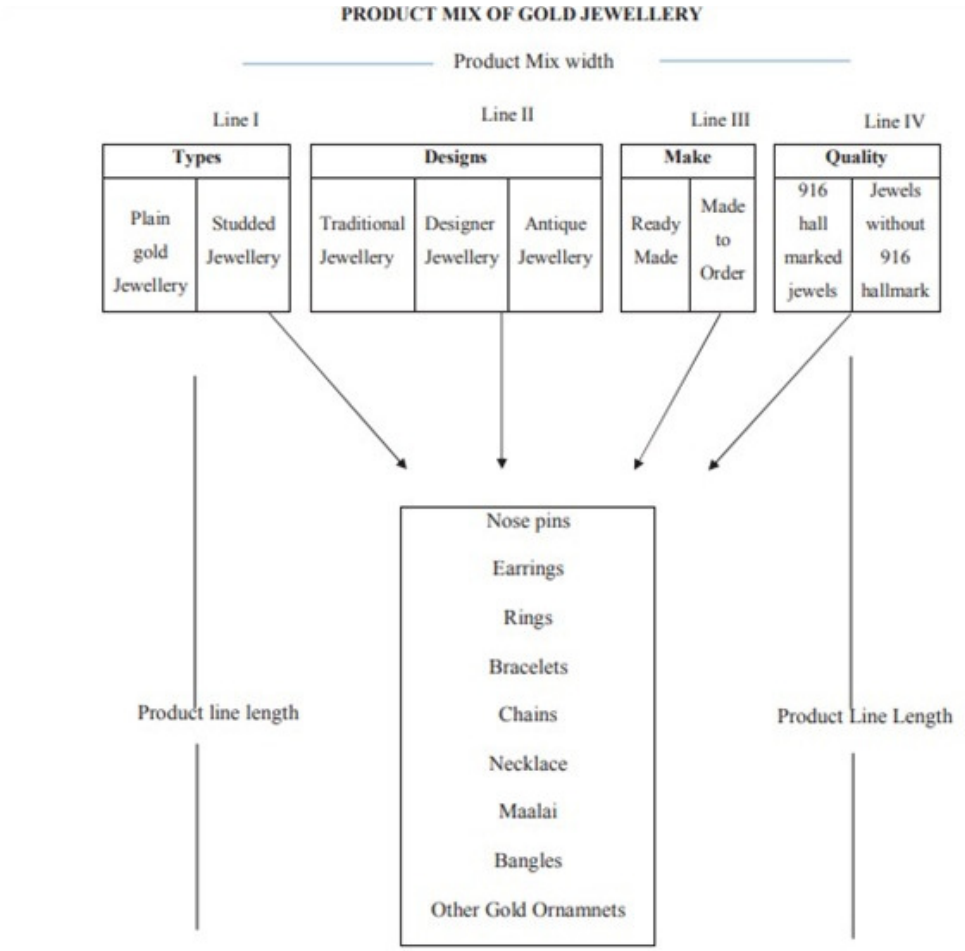
Importance of Marketing Strategy

- Marketing strategy provides an organization an edge over its competitors.
- Strategy helps in developing goods and services with best profit making potential.
- Marketing strategy helps in discovering the areas affected by organizational growth and thereby helps in creating an organizational plan to cater to the customer needs.
- It helps in fixing the right price for organization's goods and services based on information collected by market research.
- Strategy ensures effective departmental co-ordination.
- It helps an organization to make optimum utilization of its resources so as to provide a sales message to its target market.
- A marketing strategy helps to fix the advertising budget in advance, and it also develops a method which determines the scope of the plan, i.e., it determines the revenue generated by the advertising plan.

In short, a marketing strategy clearly explains how an organization reachesits predetermined objectives

Introduction to Jewellery

The word Jewellery itself is derived from the word jewel, which was anglicized from the Old French "Jouel" and beyond that, to the Latin word "jocale", meaning plaything. Jewellery is used for personal adornment, such as brooches, rings, necklaces, earrings, and bracelets. The wide range of materials is used to make these Jewellery, but gemstones, precious metals like gold, beads, and shells have been most often used. Depending on the culture and times Jewellery may be appreciated as a status symbol, for its material properties, its patterns, or for meaningful symbols. Jewellery has been made to adorn nearly every body part, from hairpins to toe rings (Becker, 2003) 23.



Marketing Strategies for Jewellery Retail

Let us now understand the distinguishing strategic models used by traditional jewellers and the new era branded jewellers.

Traditional Retailers

- Personal Selling

Jewellers heavily rely on their personal relationships with their customers. It is not restricted to a person just being a customer, but it nurtures such customers into personal relationships. The discussions go on to different arrays of life such as education, culture, family and politics. This informal way keeps them aware of the happenings with their customers and accordingly enables them to pitch the right products as and when required.

- Digital communications

Contact details is always collected of current and prospective jewellers visiting the retail stores. Accordingly, relevant product details, including designs etc. are sent to such customers via sms, emails and whatsapp messages/group. Additionally, special messages are sent on birthdays, anniversaries and festivals usually offering discounts and giving away special gifts.

- Financial assistance

Several jewellers have initiated financial assistance (EMI option) on purchase ofJewelleryto their customers by tying up with financial firms such as Bajaj Finserv, etc. This helps the customers to be able to make payments in instalments.

- Exchange

Several jewellers in India provide exchange value of theJewellerypurchased from them and allow customers to pick a new product after deducting a certain percentage from its original price.

- Lucky draw schemes

Another means of increasing sales used by traditional jewellers is by have lucky draw systems in place. The winners receive a gift of high value such as a car or certain gadgets or a travel voucher.

- Sponsorships of Festivals and occasions

Several jewellers promote their brand by sponsoring events in housing societies, malls, etc. Such events give a good platform for jewellers to showcase their products and designs. Generally events on festivals, etc. have good footfalls.

- Seasonal Discounts

Once cannot do away with seasonal discounts. One of the primary methods of generating revenue is seasonal discounts during festivals which culturally allow the customers to splurge. Be it Dussehra and Diwali in India, Black Friday in US, seasonal sales are here to stay.

Through the above, we can see that most of these are direct form of promotion. The focus is more on the promotion than on the product to be sold. These are sale oriented strategies instead of being customer focused.

Branded Retailers

Though the modern brandedJewelleryalso follow the above pattern of marketing and promotion, they have subtly found newer and more effective strategies by building a brand value of their enterprise. These have been discussed below.

- Building Informed Trust

The branded and organized jewellers have cautiously been spreading and educating customers with relevant information about products, their qualities, grades, assessments, malpractices and unethical means that can occur during their purchasing experience. Use of blogs, social media and in-store booklets are helpful in creating this awareness. The customers naturally tend to get attracted towards jewellers which claim to be pioneering in ethical business.

- Differentiation through designs and brands

Organized jewellers have become more design oriented. As was discussed in Part 1 of the article, the times whenJewellerywas bought on occasion and as an investment is not the primary motive anymore. In urban areas, Jewelleryis fast catching up as a fashion statement. Hence, the customer's choice has evolved and so has the designs. Unique, theme basedJewellerydesigns are created to cater to this new customer requirement.

Also, certain organized jewellers have successfully built separate brands to cater to different segments of customers. For example, Tanishq is built and known for heavy and wedding basedJewelleryand its own brand, Zoya caters to high end minimalist diamondJewellerycustomers.

- Focus on Quality Control

Branded jewellers have taken concerted efforts to bring regular repeat customers. Additional quality check departments have been set up to review the products received from the manufacturers to ensure quality such as diamond grades, gold finishing, stone settings, etc. This ensures a positive experience for the customers who eventually become the brand ambassador for the company.

- Jewelry as a fashion statement

Lightweightjewellers one of the fast selling products in metropolitan cities. The increasing demand is accelerated by the new trend of wearingJewelleryas a regular fashion statement. Hence the product life cycle period has seen a drastic reduction. The organized jewellers have quickly joined the bandwagon of the new customer choice. NewJewellerylines are being launched more frequently and focus on new concept based designs have increased.

- Use of Tech for production efficiency

As the focus on customer experience increases, the jewellers have been trying to reduce the delivery time of theJewellerypurchases. Accordingly, cautious attempt is being made by selecting manufacturers that are using latest technology for production efficiencies. This includes latest machines for 3D printing, polishing, casting, etc.

Due to the above, the organized retailers have been able to subtly build brand awareness and attracting those customers that are easily converted to sales. New generation traditional jewellers have quickly realized the importance of the new era marketing and many are moving towards creating their brand.

Jewellery Industry inJaipur

Jaipur is India's second important gems and Jewellery exporting center and the first for sales to foreign tourists. Jaipur offers great potential in the gem andJewelleryindustry. Jaipur exports a wide collection of gold, platinum and studded jewelry. It also has an Export Promotion Industrial Park (EPIP) at Sitapura. Mainly the Johari Bazar, M.I.Road are the famous Jewellery Markets of Jaipur, for buying Jewelry. It started manufacturing colored gems in calibrated sizes to meet overseas demand Ultrasonic machines were inducted into the bead making industry. Semi-automatic production in other sections of the gems sector followed. Jaipur is not only using modern machines but is also manufacturing some of them.

List of some Branded and Non-Branded Gold Jewellers

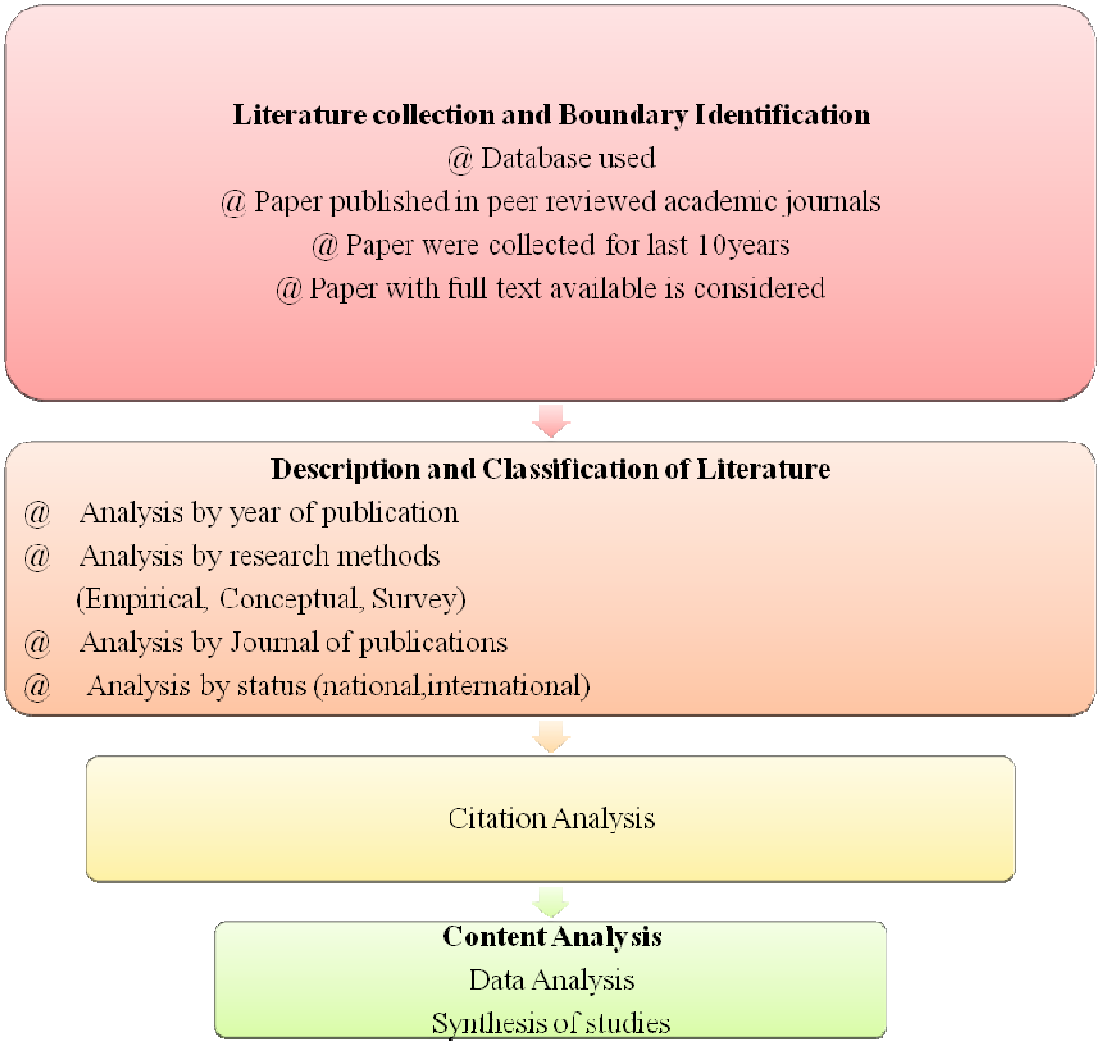
Branded Jewellers In Jaipur	**Non – Branded Jewellers In Jaipur**
Kalyan Jewellery	Birhichand Ghanshyamdas Jewellers
Amprali Jewellery	Radhika Jewels
Savio Jewellers	Paliwal Jewellers
Tanishq	Rukmani Jewellers
Nakshatra	J.K.J And Sons Jewellers
Gili	Valentine Jewellery
Carbon	Guru Kripa Jewellers

P.C Jewellers	GIE GOLD creations pvt. Ltd
Carat- Lane	Motisons Jewellers
D'damas	Jaipur Emporium
Gitanjali Jewels	Kk Jewellers

Source: 12th jewellers associations JAS (18) Exhibitor list

Review of Literature

Flow of Literature Review


Literature collection and Boundary Identification
@ Database used
@ Paper published in peer reviewed academic journals
@ Paper were collected for last 10years
@ Paper with full text available is considered
Description and Classification of Literature
@ Analysis by year of publication
@ Analysis by research methods
(Empirical, Conceptual, Survey)
@ Analysis by Journal of publications
@ Analysis by status (national,international)
Citation Analysis
Content Analysis
Data Analysis
Synthesis of studies

Research Articles by year of publication

Year	No. of Research Paper
1996-2005	8
2006-2010	10
2011-2015	10
2016-2019	12

Research article by research methods:

Topic	No. of Related articles
Empirical	19
Conceptual	5
Survey	16

Research article by Journal of Publication:

S.NO	Journal of Publication
1	International journal of scientific and research publications, 3(6), 1-4.
2	Modern Applied Science, 6(5), 48.
3	Journal of electronic commerce research, 6(2), 78.
4	Journal of business ethics, 97(1), 139-158.
5	Electronic commerce research and applications, 2(3), 203-215.
6	The Journal of Retail Marketing Management Research.
7	Journal of business ethics, 4(1), 11-18
8	International Conference on Information and Financial Engineering IPEDR (Vol. 12, No. 336-341)
9	International Journal of Applied Business and Economic Research, 14(14), 251-257.
10	Journal of electronic commerce research, 6(2), 95.
11	Electronic commerce research and applications, 2(3), 203-215.
12	Journal of Retailing and Consumer Services, 17(2), 152-160.
13	Academy of Marketing Studies Journal, 22(2).
14	AMCIS 2002 Proceedings, 74.
15	International Journal of Engineering and Management Sciences, 3(1), 43-52.
16	British Journal of Applied Science & Technology, 3(4), 662
17	International Journal of Research in Finance Marketing, Vol.1, Issue-1, May 2011, pp: (41-45).
18	International Refereed Research Journal, Vol.2, Issue–2, April 2011, pp:(27-32).
19	Journal of Applied Business and Economics, 18(3), 32-38
20	European Journal of Marketing, 43(9/10), 1171-1187.
21	International journal of scientific and research publications, 3(6), 1-4.

22	Journal of Management Information Systems, 23(1), 211-238.
23	International Journal of E-Business Research (IJEBR), 4(3), 64-76.
24	In Optimizing Millennial Consumer Engagement With Mood Analysis (pp. 179-199).
25	Journal of consumer marketing, 18(7), 560-578.
26	Journal of Business Ethics, 145(3), 525-543.
27	European Journal of Marketing, 40(7/8), 825-845.
28	International Journal of Engineering Trends and Technology, Vol.28, Issue 6, October 2015, pp:(287-290).
29	International Journal of Science, Spirituality, Business and Technology (IJSSBT), Vol.3, No. 2, June 2015, pp:(37-42).
30	International Journal of Business and Administration: Research Review, Vol.1, Issue-5, April-June 2014, pp: (132-139).
31	Asian Journal of Multidimensional Research, Vol.3, Issue-3, March 2014, pp: (22-35).
32	IOSR Journal of Business and Management (IOSR-JBM), Vol.16, Issue-5, May 2014, pp: (43-47).
33	Asian Journal of Marketing & Management Research, Vol.2 Issue 3-4, March-April 2013, pp: (1-14)
34	International Journal of Research, Vol.2, Issue 10, October 2013, pp:(17-19).
35	Asia pacific journal of marketing & management review, Vol.2 (2), February 2013, pp :(120-129).
36	International Research Journal of Business and Management (IRJBM), Vol.4, October 2013, pp: (36-43).
37	International Journal of Research in Finance Marketing, Vol.1, Issue-1, May 2011, pp: (41-45).
38	International Refereed Research Journal, Vol.2, Issue–2, April 2011, pp:(27-32).
39	Indian journal of commerce & management studies, Vol.2, Issue-I, January 2011, pp:(66-74).
40	Social science research Network, papers.ssrn.com

Research article by Status

National	International
25	15

Citation Analysis

Citation means that someone has referred work of other author(s). In the present literature review, citation information provided by Google Scholar has been used for citation analysis to observe the quality of papers.

S.NO	Author (Year)	NO. OF CITATION
1	Berad, N. R. et al. (2015)	2
2	Gomathy, C. & Devi, Y. (2015)	45
3	Mulky, A. G. et al. (2015)	4
4	Rawal, K. R. (2015)	52
5	Ramachandran, K. K. & Karthick, K. K. (2014)	10
6	Jyothi, M. B. & K. V. S. N. Babu (2014)	
7	Asha, K. & Christopher, S. E. (2014)	
8	Vadra, R. & Malhotra,G. (2014	54
9	Raju, K. V. & Kumar, D. P.(2013	21
10	Jain (2013)	
11	Kumar, A. (2012	45
12	Batra, A. (2011)	23
13	M. L. & Suganya, S. (2009	65
14	Karmoker, K., & Haque, M. E.(2018)	14
15	Moraes, C., Carrigan, M., Bosangit, C., Ferreira, C., & McGrath, M. (2017)	19

16	Parveen, S., & Saxena, D.(2017)	
17	Chitradevi, T. (2017)	3
18	Kotwani, S., & Pandey, A. (2017)	40
19	George, A. J. (2016)..	
20	Arekar, K., & Godbole, S. (2016)	
21	Rekha, I. S. (2016).	1
22	Chaisuriyathavikun, N., & Punnakitikashem, P. (2016)	6
23	Bhuvaneswari, G. G., & Muthupandi, M. (2015)	1
24	Dittmar, H., Beattie, J., & Friese, S. (1996)	387
25	Godbole, S. S., & Arekar, K. A. (2014).	64
26	Joseph, D. J. K. (2014)	1
27	Shalini, S., & Kamalaveni, D. (2013).	8
28	Nagra, G., & Gopal, R. (2013).	50
29	Shareef, M. A., Archer, N., Fong, W., Rahman, M. O., & Mann, I. J. (2013)	19
30	Richa, D. (2012).	70
31	Lim, W. M., & Ting, D. H. (2012).	79
32	Suresh, A. M., & Shashikala, R. (2011).	53
33	Jokinen, H. (2011)	7
34	Souiden, N., Kassim, N. M., & Hong, H. J. (2006)	168
35	Shergill, G. S., & Chen, Z. (2005).	65
36	Schaupp, L. C., & Bélanger, F. (2005) Action1.	316
37	Corbitt, B. J., Thanasankit, T., & Yi, H. (2003).	1138
38	Li, N., & Zhang, P. (2002).	429

39	Srinivasan, S. S., Anderson, R., & Ponnavolu, K. (2002)	2677
40	Carrigan, M., & Attalla, A. (2001)	1686

Berad, N. R. et al. (2015) in their study " A comparative study on the consumer's preference towards branded Jewellery over non branded Jewellery in Nasik city." identified the factors that direct a customer while purchasing Jewellery are design, price, purity, image, variety, display, service, promotion & offers, family & friends. It was observed that 100% of the respondents were aware about branded Jewellery.

Gomathy, C. & Devi, Y. (2015) in their paper, "A study on consumers' awareness and perception about branded Jewellery" examined that maximum number of customers are aware of branded Jewellery. Tanishq brand is the most preferred brand by the customers.

Mulky, A. G. et al. (2015) in their study, "Market entry strategy in platinum Jewellery category explored the 4's p of marketing" found that the Jewellery market in India is booming, with many players placed at different points on the spectrum of price, quality, innovation and design.

Rawal, K. R. (2015) in their research, "A study of consumer buying behavior for purchasing of diamond Jewellery from branded retailers" determined the factors influencing consumer buying behavior to select branded Jewellery product from branded outlets. This study helps to get an idea about the customer's expectation, perception and attitudes of consumer towards branded Jewellery.

Ramachandran, K. K. & Karthick, K. K. (2014) in their paper, "A study on the perception of customers towards branded jewelry" found that branded Jewellery products have formed a sort of revolution in the field of Jewellery market. The main attraction of branded Jewellery is that it has a unique style of their own that differentiates them from un-branded Jewellery.

Jyothi, M. B. & K. V. S. N. Babu (2014) in their study, "An empirical study on consumer preferences towards brandedJewelleryin Tirupati." discovered that the varieties, purity of the gold, brand image and its positioning in the market, service provided, advertisement,

brand familiarity, offers, promotional schemes, celebrity endorsement, are the major factors which affect the behavior of the consumers.

Asha, K. & Christopher, S. E. (2014) in their research, "A study on buying behavior of customers towards branded and non-branded gold Jewellery with reference to Kanyakumari district" found that most of the people buy gold Jewellery for the marriages in their family, wedding ceremony, anniversaries, baby birth, birthdays, festivals, financial gain.

Vadra, R. & Malhotra, G. (2014) in their study, "Customer perception towards branded Jewellery in India" investigated that the consumers buying behavior also shows a shift from content to design in Jewellery i.e. fashionable Jewellery.

Raju, K. V. & Kumar, D. P.(2013) in their work, "A study on consumer preference on branded Jewellery in Hyderabad" found that the guiding factor behind buying Jewellery is price, purity, design, variety, the brand image; influence of family and friends. Walia, K. et al. (2013) in their study, "Customer perception regarding branded Jewellery" investigated that consumer is becoming aware to branded Jewellery and there are more than 50 brands in the market. The behaviors of the consumer show a shift from content to design in Jewellery i.e. fashionable Jewellery. The factors as status, quality, certification of gold, buy back schemes and zero instalment schemes which inspire the consumer to buy branded Jewellery.

Jain (2013) in their research, "A comparative study of Indian women's perception towards branded & nonbranded Jewellery in Jaipur city" found that female customers are becoming more aware about branded Jewellery and their perception towards branded Jewellery is increasing day by day.

Kumar, A. (2012) in their study, "The changing buying behavior of customers in organized retail sectors of Pune city" found that there is huge change in buying behavior of customers in terms of their purchasing decision, money spending and loyalty. These changes are due to household income, literacy rate, working women, nuclear family, changes in lifestyle, western influences, desire for luxury, better quality etc.

Batra, A. (2011) in their paper, "Scintillating gems andjewelleryunder global meltdown. A study on Indian gems andjewelleryindustry" clarify how Indian gems and Jewellery market sparkling even under global meltdown. What strategies are adopted by the Indian Jewellery industry? Growth of organized trade, expansion of successful brands, availability of certified Jewellery, building brand image and customer driven approach are only some of them. Priya,

M. L. & Suganya, S. (2009) in their study, "A study on customer preference and satisfaction toward gold Jewellery" examined that Indian Jewellery sector should focus on mounting brands that stand for quality and lucidity as brands are gaining more popularity and customers are expecting more and more transparency.

Research Gap

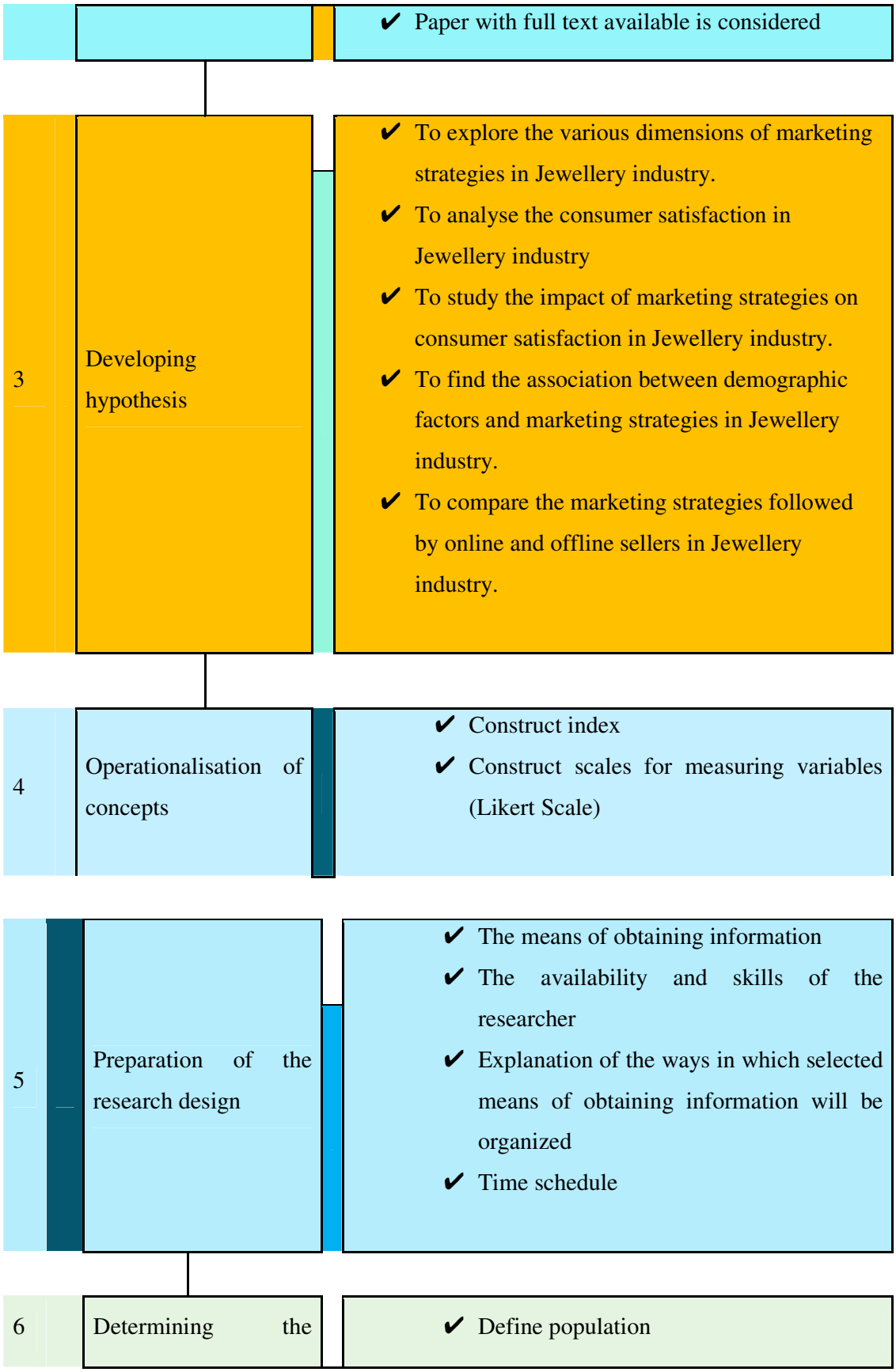
This study was undertaken based on the review of the available literature which revealed that Jewellery market there are largely fragmented and we have a large number of Jewellery shops which are not established brands, there seem wide gaps marketing strategies of gold jewellers. In spite of product quality and services, people are still buying gold jewels form local retailers. The **income** level of the buyers has important contact on the type of Jewellery purchased by them. The choice of jeweler has significant relation with the **geographical site** of buyer. The knowledge about the branded jewelers is due to the **advertisements floating** on air or there are other sources of information also.

Need and Scope of The Study

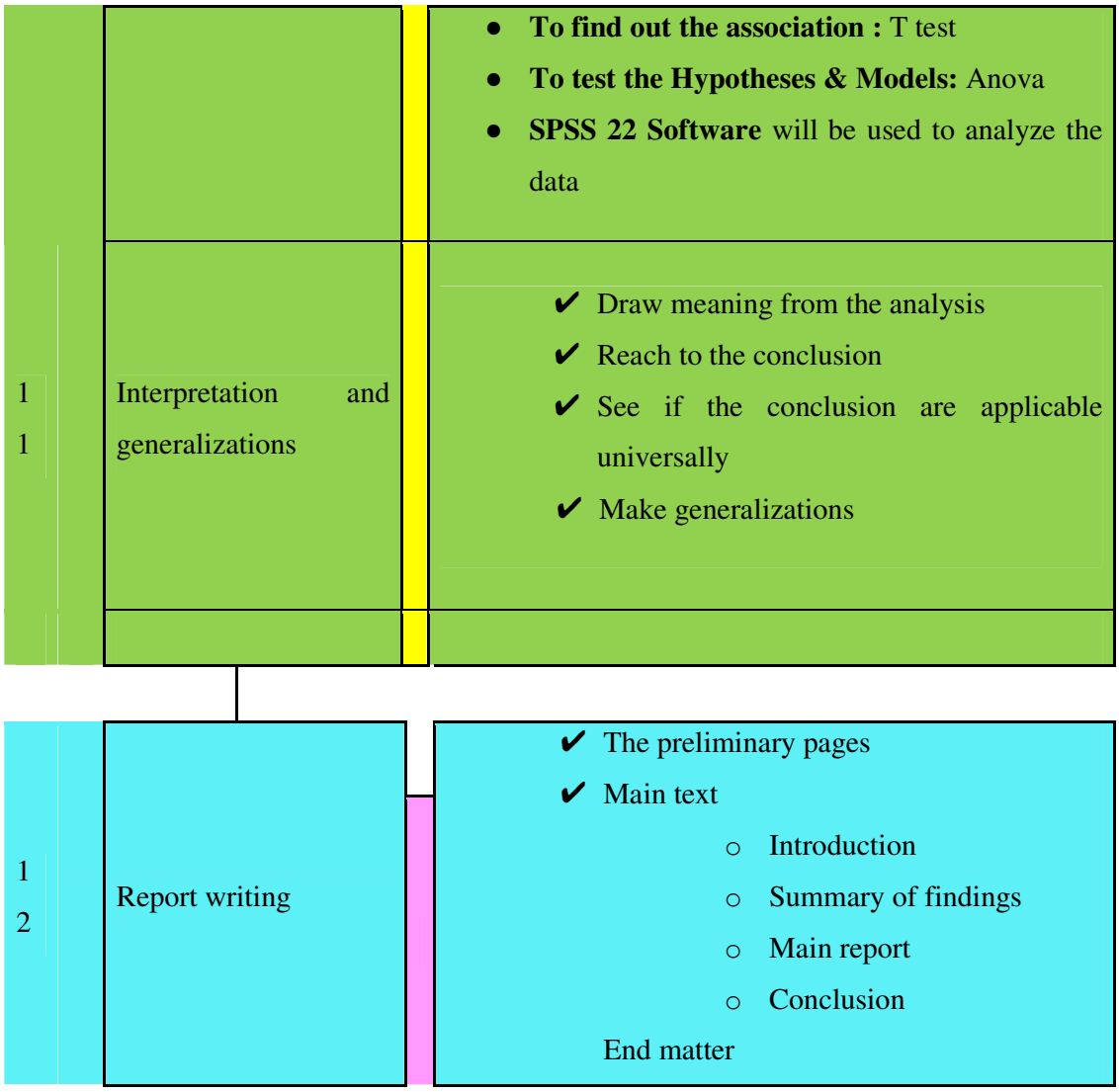
The present study makes an attempt to present comprehensive information and data on marketing strategies of retail jewellers in Rajasthan. It also aims at generating data and information on the existing channels of distribution in Jewellery industry, marketing strategies that is product strategies, pricing strategies, promotion strategies and placement strategies adopted by Jewellery retailers, their problems and prospects. This study also analyse the Strength, Weaknesses, Opportunities and Threats (SWOT) of retail Jewellery in the study area.

Flow Of Research

	Name of the steps	Task to be performed in the step
1	Formulation of research problem	To study the Marketing Strategies of Gold Jewellery Business Houses of Rajasthan
2	Review of literature	✔ Paper published in peer reviewed academic journals ✔ Paper were collected for last 15years


✔ Paper with full text available is considered
3
Developing hypothesis
✔ To explore the various dimensions of marketing strategies in Jewellery industry.
✔ To analyse the consumer satisfaction in Jewellery industry
✔ To study the impact of marketing strategies on consumer satisfaction in Jewellery industry.
✔ To find the association between demographic factors and marketing strategies in Jewellery industry.
✔ To compare the marketing strategies followed by online and offline sellers in Jewellery industry.
4
Operationalisation of concepts
✔ Construct index
✔ Construct scales for measuring variables (Likert Scale)
5
Preparation of the research design
✔ The means of obtaining information
✔ The availability and skills of the researcher
✔ Explanation of the ways in which selected means of obtaining information will be organized
✔ Time schedule
6
Determining the
✔ Define population

	sample design	✔ Determine sample size ✔ Determine the sample design: ● Random Sampling
7	Construction of the tools for data collection	✔ Questionnaires ✔ Interview ✔ Schedule ✔ Secondary sources
8	Processing of data	✔ Editing ✔ Classification ✔ Coding ✔ Transcription ✔ Tabulation
9	Analysis of data	✔ Percentages ✔ Arithmetic & Weighted Mean ✔ Diagrammatic presentation
10	Hypothesis testing	● **For Descriptive Statistics:** Arithmetic Mean & Standard Deviation and Graphical Presentation. ● **For Data Reduction:** Exploratory Factor Analysis (EFA). ● **For Checking the Reliability:** Correlation and Regression



Theoretical framework

Construct items to be used in the proposed study

This theory is based on two main variables that forms base for the study and their interconnection is required to be found in order to arrive at the results of the study and these two pillars are:

Variables selected for the study

The selection of the variable was in accordance with the level of understanding related to the objectives of the study or to the hypothesis formulated. The variables selected should be according to the level of 39 understanding of the researcher. For the purpose of conducting this study, variables meant for the study were classified into two.

They are dependent variables and independent variables.

Dependent variables

A dependent variable may be defined as the phenomenon or characteristic hypothesized to be the outcome, effect, consequence or output of some input variables. It's occurrence depends on some other variables which had preceded it in time. The dependent variables selected for the study include:-

Various marketing strategies

- Advertisements
- Brand ambassadors
- Celebrating auspicious days
- Offers
- Canvassing agents
- Factors influencing the purchase of BIS 916 hall marked gold ornaments
- Various roles of brand ambassadors
- Variety of designs
- Relationship marketing
- Gold purchasing plans

The above dependent variables selected were related with different independents variables and the hypothesis was formulated.

Independent variables

The term independent variables refer to the phenomenon or characteristic hypothesized to be the input or antecedent variable. It is presumed to cause the dependent variable and is selected, manipulated or measured prior to measuring the outcome or dependent variable. The independent variables selected for the study include geographic and demographic variables.

1. Geographic variable

- Region

2. Demographic variables

- Sex
- Age
- Religion
- Educational Qualification
- Income

These variables were selected and information related to it was collected.

Objectives of the study

1. To explore the various dimensions of marketing strategies in Jewellery industry.
2. To analyse the consumer satisfaction in Jewellery industry
3. To study the impact of marketing strategies on consumer satisfaction.
4. To find the association between demographic factors and marketing strategies in Jewellery industry.
5. To compare the marketing strategies followed by online and offline sellers in Jewellery industry.

Hypotheses of the Study

Hypothesis 1:

H_{01}: There is no significant difference between identified dimensions of marketing strategies in Jewellery industry.

H_{a1}: There is significant difference between identified dimensions of marketing strategies in Jewellery industry.

Hypothesis 2:

H_{02}:There is no significant difference between identified dimensions of consumer satisfaction in Jewellery industry.

H_{a2}: There is significant difference between identified dimensions of consumer satisfaction in Jewellery industry.

Hypothesis 3:

H_{03}:There is no significant impact of marketing strategies on consumer satisfaction in Jewellery industry.

H_{a3}: There is significant impact of marketing strategies on consumer satisfaction in Jewellery industry.

Hypothesis 4:

H_{04}:There is no significant association between selected demographic factors and marketing strategies in Jewellery industry.

H_{a4}: There is significant association between selected demographic factors and marketing strategies in Jewellery industry.

Hypothesis 5:

H_{05}: There is no significant difference between the marketing strategies followed by online and offline sellers in Jewellery industry.

H_{a5}: There is significantdifference between the marketing strategies followed by online and offline sellers in Jewellery industry.

Research Methodology

Research Design:

The proposed study will be based on the following Research Design:

Exploratory	Descriptive	Empirical
Review of Literature has been undertaken and will also be referred to in future.	Presentation of data as it will be derived.	Testing the Hypotheses and validating the proposed framework

Data Collection

The measures to be used in the proposed study will be primarily adapted from previous research and will be modified to fit the context of the proposed study. As the study will adopt a quantitative empirical approach, a survey questionnaire will be used as a method of data collection to test hypothesis. The use of Likert –type scale with anchors from "Strongly disagree" to "Strongly agree" will be applied to measure each response for consumer acceptance and anchors from "Highly Dissatisfied'' to "Highly Satisfied" will be used measure each response for consumer satisfaction.

Universe and Sample of the study

To achieve the objectives, the present study largely depends upon primary data and information in respect of marketing strategies of Jewellery retailers. For this purpose the primary data were collected from Jewellery retailers involved in Jewellery trade.

Secondary data were also collected in respect of the history of Indian Jewellery, Jewellery in various Indian states and Rajasthan, production, demand, price, export and import of gold.

Secondary data was obtained from various Jewellery books, magazines, newspapers, annual reports of Jewellery companies and websites.

.The survey (survey of Jewellery retailers) will be conducted during the period, May, June and July 2020. Data on marketing strategies adopted by 783 Jewellery retailers will be collected.

Sample Selection Process

	Sampling Process Undertaken	
	Identifying the Target population	Citizens of Rajasthan
	Specifying the sampling frame	Citizens of Rajasthan
	Specifying the sampling Unit	• Consumers of Jewellery • Jewellers (gold jewellers)
	Specifying the Sampling Method	Simple Random Sampling
	Determination of the sample Size	783

Sample Size Determination

The sample size is determined on the basis of population size, the level of precision and confidence level.
On the basis of the following factors, sample size is determined using Morgan formula.

Confidence Level = 95 %
Margin of Error = 3.5%

Population = More than 10, 00,000
Sample size = 783 (table attached)

Tools and Techniques

The below mentioned techniques and tools will be used in order to derive the results of the proposed study. The techniques used will be:

- **For Descriptive Statistics:** Arithmetic Mean & Standard Deviation and Graphical Presentation.
- **For Data Reduction:** Exploratory Factor Analysis (EFA).
- **For Checking the Reliability:** Correlation and Regression
- **To find out the association :** T-Test
- **To test the Hypotheses & Models:** Anova
- **SPSS 22 Software** will be used to analyze the data.

Scheme of Chapterization

Chapter	*Topic*		*Page No.*
	List of Tables		
	List of Figures		
	List of Abbreviations		
1.	**Introduction**		
1.1	Introduction		
	1.1.1	Concept of marketingstrategy	
	1.1.2	Marketing mix	
	1.1.3	Jewellery industry	
	1.1.4	Jewellery industry of Rajasthan	
2.	**Review of Literature**		
2.1	Overview of gems and Jewellery industry in India		
2.2	Trends in gems and Jewellery industry in India		
2.3	Government policies and initiatives		
3.	**Research Methodology**		
3.1	Research Objectives		
3.2	Research Gap		
3.3	Relevance of the study		
3.4	Objectives of the Study		
3.5	Hypotheses		
3.6	Scope of the Study		
3.7	Universe of the Study		
3.8	Sample		
3.9	Tools		
3.10	Data Collection		
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3.12	Statistical Analysis		
4.	**Data Analysis and Interpretation**		
4.1	Data collection		
4.2	Data analysis		

4.3	Data interpretation	
5	**Conclusion**	
	Conclusion and Findings	
	Suggestions	
	Application of the Research	
	Limitations of the Study	
	Scope for further Research	
	Bibliography	
	References	
	Webliography (Websites)	
	Appendices	
	questionnaire	

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Appendices: Questionnaire

QUESTIONNAIRE

Name:

Telephone number: Age:

1) Factors that guide you while purchasing Jewellery?

□ Design □Price □Purity □Brand Image

□Variety □Display □Promotions and offers

□Service □Family and friends influence

2) Are you aware of the various Jewellery brands available in the market?

□ Yes □ No

3) Tick against the brands that you are aware about in the Jewellery market

□ Kisna □ Tanishq □Zaveri bazaar □ Bafna

4) You buy Jewellery for…

□ Investment □Fashion □Occasions □Festivals

5) Which Jewellery do you prefer?

□ Branded □ Family Jeweler

6) Have you bought any branded Jewellery?

□ Yes □ No

7) Do you buy Jewellery for gifting purpose?

□ Yes □ No

8) Where do you prefer to buy the Jewellery from (for gifting)?

□ Branded □ Family Jeweler

9) Given below are few characteristics of traditional family jeweler's (or local Jewellery retail stores). Please give each characteristic some points based on your assessment, such that the points range from 1 to 10. (1 being the lowest and 10 being the highest).

Characteristics of Family Jeweler's	**Number of points**
Convenient	
Trustworthy	
Good Investment	
Price	
Traditional design	

10) If you purchase branded Jewellery then given below are a few characteristics. Please give each characteristic some points based on your assessment, such that the points range from 1 to 10. (1 being the lowest and 10 being the highest).

Characteristics of Branded Jeweler's	**Number of points**
Wide range of products under one roof	
Shopping experience	
Trendy and fashionable Jewellery	
Price	